



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 099-2006

LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: April 7, 2006

SUBJECT: WINTER MUSIC CONFERENCE 2006

This Letter to Commission (LTC) is an update to the LTC you received on March 24, 2006 regarding Winter Music Conference (WMC). By all accounts WMC was very successful once again, due in large part to the comprehensive planning efforts of the City. As previously reported, the City hosted Winter Music Conference and M3 Summit, as well as 327 events at clubs, bars, hotels and other venues. The Police Department, Fire Department, Parking Department, Sanitation Division, and Code Compliance Division all enhanced staffing levels in order to manage crowds, maintain safety and quality of life standards from Wednesday, March 22 – Tuesday March 28, 2006. Some examples of the aforementioned enhancements are as follows:

- An additional 20 Sanitation employees from their 2005 staffing levels, for a total of at least 30 employees at peak throughout South Beach
- 75 additional litter boxes throughout South Beach
- Road closures of 000 block of Southpointe drive and 17 and 18 streets to assist with maintenance of traffic
- Special Event Voluntary Response Teams (SEVRT) was activated, and special staffing assignments made in areas where concerns were previously expressed
- Police Department implemented a modified Alpha/Bravo staffing, where officers worked twelve hour shifts, providing double the coverage during peak hours
- Parking enhanced staffing of parking lots in the South Pointe area where concerns were previously expressed
- Night inspections were increased by the Fire Department

With reports indicating approximately 98% occupancy in Miami Beach hotels during this period, as expected, WMC and Spring Break created a very busy weekend, but no major incidents. In addition, vehicular traffic was heavy and peaked in the late evening and early morning hours, but there was no need to restrict traffic entering the City. Events held on Saturday evening in Miami (Ultrafest) and Haulover (Spring Bling) contributed to this congestion.

As previously noted, this was also the first experience for Code Compliance enforcing the City's new Noise Ordinance during a major events period. Code Compliance staffing levels were consistent with previous years staffing levels and were adequate to support the level of activity in the City. Throughout the weekend, Code received and responded to 209 noise

complaints of which, 97 (46%) were found to be valid. The following is a breakdown of the subsequent action taken as a result of the complaints received:

- Verbal Warnings*
 - Hotels 11
 - Clubs/Restaurants 10
 - Retail Establishments 4
 - Residential 2
 - Total 27

- Written Warnings**
 - Hotels 28
 - Clubs/Restaurants 13
 - Retail 1
 - Residential 18
 - Total 60

- Violations***
 - Hotels 6
 - Clubs/Restaurant 2
 - Residential 2
 - Total 10

* 3 oral warnings resulted in written warnings (2 to hotels and 1 to a restaurant/club)

** 7 written warnings resulted in violations; 8 hotels received multiple warnings

*** 4 hotels received violations; 2 hotels received 2 violations

Additionally, it should be noted that preliminary reports from the South Pointe community indicate that the City's proactive response was much improved from last year and they would like to continue working with the City during Major Event Periods such as WMC.

Please feel free to contact me should you have any questions regarding this or any other matter.

C: Hilda Fernandez, Assistant City Manager
Robert C. Middaugh, Assistant City Manager
Tim Hemstreet, Assistant City Manager
Max Sklar, Tourism and Cultural Development Director
Vivian P. Guzman, Neighborhood Services Director

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